



# PLAYERS GO PLACES



Easy going taste in  
a low tar.  
Regular and Menthol  
Kings and 100s

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 12 mg "tar," 1.0 mg nicotine—100's; 14 mg "tar,"  
1.1 mg nicotine av. per cigarette, by FTC method.



30732-0046AA  
Players  
"On Deck"  
National Magazines—1984  
Page 4-C Bleed—Offset  
Wells, Rich, Greene, Inc.